MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BIN2024 – INNOVATION MANAGEMENT

(All sections / Groups)

9 MARCH 2016
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **THREE (3)** pages with **FIVE (5)** Questions only.
2. Answer **FOUR (4)** Questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

QUESTION 1

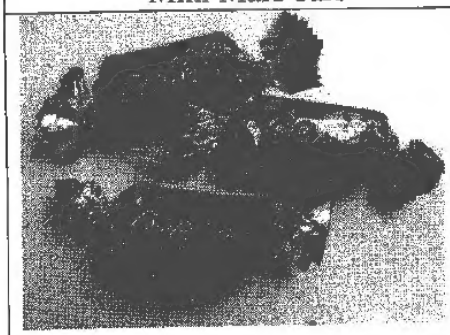
a) Compare and contrast the difference between packaging and packing.

(5 marks)

b) There is a saying in packaging industry, 'small is cute'. However, not all consumers' preferences are the same; some like cute packaging, others prefer economic packaging.

i) Examine the Mars bars pictures below and appraise what types of consumers Mars manufacturer is targeting for these two (2) types of packaging.

(12 marks)

Mini Mars bars	Economic packed Mars bars
	

ii) There are least four (4) restrictions that need to be considered for large pack or economic size innovation. Name these restrictions.

(8 marks)

Total: 25 marks

Continued...

QUESTION 2

a) Explain the following classification of new product with examples.

i) New-to-the world products

(5 marks)

ii) New product lines

(5 marks)

iii) Additions to existing lines

(5 marks)

b) Distinguish when licensing and outsourcing are used as strategic alliance by organisations. Use relevant example for each strategy.

(10 marks)

Total: 25 marks

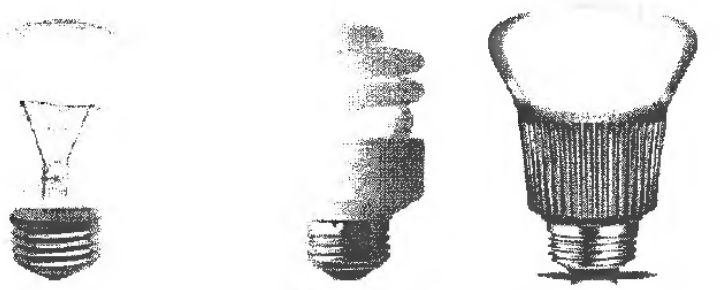
QUESTION 3

a) Explain what technology trajectory is. What are the factors influencing this trajectory?

(5 marks)

b) Pictures below show some light bulbs innovation. Sketch the trajectory path for the light bulbs and name the right sequence of the light bulbs trajectory evolves over time.

(5 marks)



An incandescent light bulb produces light by heating a filament wire to a high temperature until it glows.

A CFL contains a mixture of argon and mercury gases that produces invisible ultraviolet light (UV) when the gas is excited by electricity.

An LED contains electrons that recombine with electron holes, releasing energy in the form of photons and illuminating the bulb.

c) How would you differentiate tacit knowledge, firm-specific competencies, and organisational heritage?

(15 marks)

Total: 25 marks

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QUESTION 4

a) Discuss the differences between modular and architectural innovation.

(10 marks)

b) Figure below shows an Ansoff matrix for new product development strategy for growth. What motives are used for market penetration and market development strategies? Support your answers with relevant examples.

(15 marks)

	Current products	New products
Current markets	1. Market penetration strategy	3. Product development strategy
New markets	2. Market development strategy	4. Diversification strategy

Total: 25 marks

QUESTION 5

a) Explain, using an appropriate example, why company uses contract research and development (R&D) and R&D strategic alliance?

(10 marks)

b) What is meant by benefits measurement models? What are the five (5) variables you would choose to evaluate a research and development (R&D) project for innovating a ceiling fan with temperature control?

(15 marks)

Total: 25 marks

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